

Cookie Policy

Operational since September 1st 2018

This is the cookie policy of Mobility Solutions and Services B.V. ("Hely", "we," "us" or "our"), a company having its address at Barbara Strozziilaan 201, Amsterdam. Hely, registered in the Trade registry of the Chamber of Commerce with the number 71891463. This cookie policy explains how we use cookies and how we share and protect your data in relation to our website www.hely.com (the "Service"). We use the cookies and collect your data in a manner which is compliant with the General Data Protection Regulation ("GDPR"), the Dutch telecommunication law and all other relevant which is in effect at this moment.

What are cookies?

Cookies are small text files placed on your computer, tablet or mobile phone when you use the Service. Cookies are not capable of harming your computer, tablet or mobile phone. Cookies are needed to be able to provide you with a smooth functioning Service. We use three types of cookies, namely functional cookies, analytical cookies and tracking cookies. However, we will only use the tracking cookies with your consent. When you do not consent to the use of tracking cookies, the Service will work less smoothly as with tracking cookies.

Functional cookies

Functional cookies are cookies that are essential for the functioning of the Service. Without these cookies, the Service is unable to function properly. This means that these cookies cannot be turned off. There is a difference between session functional cookies and permanent functional cookies. The session cookies are deleted after you have left the Service. The permanent cookies are saved to prevent you from having to perform the same action all over again. An example of the use of permanent cookies are purchases which you have saved in your cart on a shopping website. We do not share the information obtained with these cookies with third parties.

Analytical cookies

Analytical cookies are cookies which are needed for the good functioning of the Service. Thanks to analytical cookies, we know what people search for on the Service, how long it takes before a page has been loaded and what buttons are pressed by people visiting the Service. Some analytical cookies may be placed without your consent. Other analytical cookies are only placed when we have your consent to do so.

We use the following analytical cookies:

Google analytics We use Google Analytics for our analytical services. Google analytics places a permanent cookie in order to identify your browser. By doing this, your data are shared with Google. We only share data with Google that we are allowed to share with Google according to the GDPR. We use this information combined with other data from other users. Due to this, we are unable to identify you as an individual. We have not given Google permission to share your

data with third parties. However, Google can be legally obliged to share your data with third parties. The information which is obtained by Google is anonymized as much as possible. The information is transported and saved on servers in the United States. Google complies with the Privacy Principles and is a member of the Privacy Shield-program from the American Ministry of Commerce. This means that there is an appropriate level of protection for the processing of your personal data.

Apart from Google Analytics, we use analytical cookies on the Service for Facebook and Hotjar.

Tracking cookies

Tracking cookies are cookies that are essential to allow the website to run smoothly for you. Thanks to tracking cookies, we can adapt the content to your interests and preferences. Besides that, cookies make sure that you will only see relevant advertisements. Lastly, thanks to the cookies, we are able to keep the Service free of charge for our visitors. We are not able to trace your name, address or mail address with our tracking cookies.

Remarketing

Hely uses remarketing services to advertise on third party websites after you have visited our Service. We, and our third party vendors, use cookies to inform, optimize and serve ads based on your past visits to our Service. Remarketing cookies are a part of the tracking cookies that we use on the Service.

With your permission, we use the following remarketing services:

Google: Google uses cookies to show advertisements on the Service. The use of Google AdWords allows Google their users to show advertisements based on the interests of their visitors. We only use Google AdWords with your permission. You may opt out the Google AdWords remarketing service by withdrawing your permission. You can withdraw your permission at the same location as where you gave your permission. For more information on the privacy practices of Google, please visit the Google Privacy & Terms webpage:

<http://www.google.com/intl/en/policies/privacy/>.

Turning tracking cookies on and off

We only place tracking cookies with your consent. If you have given your consent, you can always withdraw your consent at the same location as where you gave it. We would like to point out that the Service will run less smoothly with the tracking cookies turned off. After you have withdrawn your consent, we will delete all data that we have obtained with our tracking cookies. When you give us your consent again, we will reposition the tracking cookies.

Social media cookies

Our page contains buttons from social media, such as Facebook, Instagram and LinkedIn. These buttons come with a code which has been made by these networks themselves. These codes put cookies on the Service. We cannot influence this process. Please read the respective social network's privacy policy to see how these companies treat your (personal) data and please beware that these policies are open to change. The information which is

obtained by these social networks is anonymized as much as possible. Companies as LinkedIn, Instagram and Facebook comply with the Privacy Shield Principles and are a member of the Privacy Shield-program from the American Ministry of Commerce. This means that there is an appropriate level of protection as described in the GDPR.

Right of access, right of rectification, right to object and right to data portability

If you would like to have access to your personal data, if you would like to change or delete your personal data and/or if you would like to transfer your data or have your data transferred to a third party, than please contact Hely by sending an email to Hely or by sending a letter to:

Hely
Barbara Strozzilaan 201
1083 HN Amsterdam

Unforeseen cookies

We are constantly trying to keep a good overview on the cookies on our Service. However, it is possible that third parties place cookies on the Service. If that happens, you will not find these cookies in this overview. This mainly concerns embedded elements, for example cookies from an embedded YouTube video. Do you find cookies on the Service that are not listed in this overview? Than please contact us by sending an email to privacy@hely.com.

Safety and security

Hely has taken appropriate technical and organizational measures by using the latest technologies to protect your information against loss or unlawful processing. We use safeguards to help keep the information collected through the Service secure and take steps (such as requesting a unique password) to verify your identity before granting you access to your account. We request you to do your part to help us. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to emails between you and Hely, at all times.

When do we share the obtained information?

We do not share information that we have obtained with our functional cookies. Information which we have obtained with our analytical cookies are only shared with third parties without your consent after we have anonymized this information. Other information obtained with analytical cookies is only shared with third parties after we have received your consent. Information obtained with tracking cookies is only shared after we have received your consent.

Children

We do not knowingly collect personally identifiable information from anyone under 16 ("Children"). If you are a parent or guardian and you are aware that your Child has provided us with personal information, please contact us at privacy@hely.com. If we become aware that we have collected personal information from Children without verification of parental consent, we will take steps to remove that information from our servers. If we have collected personal data from you when you in the period that you were a Child and if you would like to have this information removed, we will attempt to delete this data at your request. You can send this request to us by contacting us at privacy@hely.com.

Change of control

If we sell or otherwise transfer part or the whole of Hely or our assets to another organization (e.g., in the course of a transaction like a merger, acquisition, bankruptcy, dissolution, liquidation), your information collected through the Service may be among the items sold or transferred. The buyer or transferee will honor the commitments we have made in this cookie policy.

Changes to this cookie policy

Hely may modify or update our cookie policy from time to time. We will notify you of any changes by posting the new cookie policy on this page. You are advised to review this cookie policy periodically for any changes. Changes to this cookie policy are effective when they are posted on this page.

How to contact us

If you have any questions about this cookie policy of the Service, please contact us by sending an email to privacy@hely.com.